

1998 Marlboro Van Incentives

(As of 6/12/98)

	2-Pack		3-Pack		5-Pack		1-Cardon		2-Cardon		Total
	keychain	Screw-driver	ashtray	cap	wallet	cooler	t-shirt	duffle	knife	maglite	
Wave 1											
Total	24,494	50,050	19,031	27,738	11,519	26,400	35,671	35,580	4,193	16,889	251,565
	74,544 (29.6%)		46,769 (18.6%)		37,919 (15.1%)		71,251 (28.3%)		21,082 (8.4%)		
Wave 2											
• Carolina	6,586	11,145	6,074	9,357	3,848	9,138	10,509	12,958	1,239	5,294	76,148
• Central	4,918	9,247	3,997	6,420	1,870	6,475	5,345	7,512	624	2,497	48,905
• Mid Atlantic	3,436	6,285	3,195	4,286	1,737	4,588	5,915	6,086	587	2,403	38,518
• Southern	8,388	13,413	6,968	11,253	3,583	11,858	10,134	12,499	896	5,033	84,025
• Western	4,413	11,716	2,886	4,722	1,938	5,531	5,650	7,598	802	3,823	49,079
Total	27,741	51,806	23,120	36,038	12,976	37,590	37,553	46,653	4,148	19,050	296,675
	79,547 (26.8%)		59,158 (20.0%)		50,566 (17.0%)		84,206 (28.4%)		23,198 (7.8%)		
Wave 3											
• Alaska	64	138	109	122	17	63	73	81	6	12	685
• Chicago	474	748	524	512	185	581	709	809	62	304	4,908
• N J / Philly	2,226	2,903	1,449	1,024	762	2,062	2,198	3,228	286	1,015	17,153
Total	2,764	3,789	2,082	1,658	964	2,706	2,980	4,118	354	1,331	22,746
	6,553 (2.8%)		3,740 (1.4%)		3,670 (1.0%)		7,098 (3.1%)		1,685 (7.4%)		
'98 Cum. Total	54,999	105,645	44,233	65,434	25,459	66,696	76,204	86,351	8,695	37,270	570,986
	160,644 (28.1%)		109,667 (19.2%)		92,155 (16.1%)		162,555 (28.5%)		45,965 (8.1%)		
Percent of Category	34%	66%	40%	60%	28%	72%	47%	53%	19%	81%	
Percent of Total	10%	19%	8%	11%	4%	12%	13%	15%	2%	7%	
Category as Percent of Total	28%		19%		16%		28%		8%		

Percent of overall total
44%

Percent of overall total
25.7%

16.5%

13.0%

28.3%

16.5%

52%

3.0%

21.6%

75.4%

4.0%

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